Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the

application:

Listing of Claims:

1. (currently amended) A computer-implemented method for dynamically displaying and

    selling items of merchandise to a customer in a retail environment comprising selling

    having the steps of:

    disposing at least one video camera in a display area of the retail environment to

    scan the items of merchandise;

    accessing a communications network by a the customer and establishing a real-

    time interactive electronic connection with a sales assistant;

    selecting items of merchandise for viewing over said network;

    manipulating the at least one video camera to dynamically displaying display

    video images of items in response to instructions from a the customer

    interacting with the sales assistant; and

    assigning a portable client identification token to said customer to make a

    purchase of an item of merchandise.

2. (currently amended) The method for dynamically displaying and selling merchandise of

    claim 1 having the further comprising the step of using said token the portable client

    identification to make multiple purchases.

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3.   (currently amended) The method for dynamically displaying and selling merchandise of claim 1 having the further comprising the step of using said tokens the portable client identification to purchase services.

4.   (currently amended) The method for dynamically displaying and selling merchandise of claims 1, 2 and or 3 wherein said token the portable client identification is selected from a group of comprising a token, a smart card, a biometric device or and an identification card device.

5.   (currently amended) The method for dynamically displaying and selling merchandise of claim 1 having the further comprising the step of updating a customer profile stored in a customer database from token purchase transactions.

6.   (withdrawn) A method for referring customer having the steps of:

accessing a communications network;

searching merchant inventories for items to meet a customer's specification;

notifying customer of availability of items;

recording sale of items; and

crediting a referring merchant.

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7.   (withdrawn) The method of claim 6 wherein said search is of a database for a service

provider.

8.   (withdrawn) The method of claim 6 having the further step of notifying merchants of

referrals.

9.   (withdrawn) The method of claim 6 having the further step for administering the payment

of referring merchants.

10.   (withdrawn) The method of claim 6 having the further step of calculating rewards based

on said item sale.

11.   (withdrawn) A method for selling having the steps of:

accessing a communications network;

querying to determine shopping objectives;

searching one or more merchant databases for merchandise matches in response to

said query;

displaying selected merchandise in response to said query; and

communicating selected merchandise information over said communication network.

12.   (withdrawn) The method of claim 11 having the further step of said query communicating

with a source of information on services related to said merchandise.

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13.   (currently amended) A system for <u>dynamically displaying and</u> selling <u>items of</u>

<u>merchandise</u> in a <u>retail environment over a</u> ~~communication~~ <u>communications</u> network

comprising:

an entry portal to said communications network;

a communication session management module <u>for establishing a real-time</u>

<u>interactive connection between a customer and a sales assistant</u>

~~communicating with said entry portal~~;

a customer database accessible by said <u>communication</u> session management

module for storing customer registration and transaction history;

a video module for <u>dynamically</u> viewing <u>video images of</u> merchandise over said

<u>entry</u> portal <u>in response to instructions received from the customer interacting</u>

<u>with the sales assistant</u> ~~communicating with said communication network~~;

a purchase module to <u>enable the customer to</u> select <u>items of</u> merchandise for

purchase; and

an order fulfillment module to deliver selected merchandise <u>to the customer</u>.

14.   (currently amended) The system for <u>dynamically displaying and selling items of</u>

<u>merchandise</u> of claim 13 in which ~~said~~ <u>the</u> viewed <u>items of</u> merchandise ~~is~~ <u>are</u> displayed

in a <u>virtual</u> showcase.

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15.   (currently amended) The system for dynamically displaying and selling items of merchandise of claim 13 in which said the items of merchandise is are displayed in a retail store showroom.

16.   (currently amended) The system for dynamically displaying and selling items of merchandise of claim 13 further comprising:

a plurality of interactive communication portals for enabling viewing of video images of items of merchandise by a plurality of customers in real time.

17.   (currently amended) The system for dynamically displaying and selling items of merchandise of claim 13 further comprising:

an audio communication capability between said the plurality of interactive communication portals.

18.   (currently amended) The system for dynamically displaying and selling items of merchandise of claim 13 further comprising a browser to display a plurality of merchandise offers to enrolled customers.

19.   (currently amended) The system for dynamically displaying and selling items of merchandise of claim 13 further comprising a an awards module communicating with said purchase module to calculate awards for the customer based on merchandise purchasedsold.

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20.   (currently amended) The system for <u>dynamically displaying and selling items of</u>

<u>merchandise</u> of claim 13 further comprising a <u>notification</u> module for notifying <u>a</u>

~~customers~~ <u>customer</u> of sales and promotions <u>based on information stored in a customer</u>

<u>profile stored in the customer database.</u>

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